

10 HOME STAGING MISTAKES TO AVOID



1 DON'T BE EMOTIONALLY ATTACHED TO YOUR HOUSE

Your house is a marketing product.

Be objective and critical in all aspects of the selling process – from establishing the market value to improvements required to showcase the house at its best.

2 DON'T LIST IT BEFORE YOU STAGE IT

Even the most experienced brokers will be influenced by the presentation of your property. You will be able to list for a bit more or negotiate less.

3 DON'T MAKE CHANGES BASED ON YOUR TASTE

Be mindful NOT to make improvements based on YOUR personal taste. The house has to please your BUYER, so make it neutral and up to date.

4 DON'T DECORATE – STAGE!

Decorating focuses on YOU and what you like whether Home Staging is the opposite – it focuses on your potential buyers and what THEY are looking for.

5 DON'T FORGET THE POWER OF CURB APPEAL

The outside counts!

Don't forget to examine the outside of your house, the front and the back yard. Go across the street to see how your house looks to people walking or driving by.

6 DON'T NEGLECT TO CONDUCT THE 'SMELL' TEST

Every home has its own odour and it is VERY important to address it. The best way to assess the situation is to ask someone who doesn't come to the house very often to conduct the 'Smell test'. Ask them to be honest and tell you what they smell as soon as they walk in.

Some common sources of house smells are:

- Cigarette smoke
- Pet odour (cat litter)
- Strong food smells (spices, fish, garlic, onion, etc.)
- Medicine
- Humidity

7 DON'T OVERSPEND ON MAJOR RENOVATIONS

Home Staging is all about cosmetic improvements. Most times, it is possible to improve the targeted room by cleaning, fixing and painting, changing door handles and decorating.

8 DON'T PAINT THE HOUSE YOURSELF (UNLESS YOU ARE A GOOD PAINTER)

Many people try to paint themselves in order to save some money but unless you are a good painter, the results will NOT look good and it will become a negative instead of a positive.

9 DON'T TAKE YOUR OWN PHOTOS

The professional photos are so important! Most people browse listings on the Web before they make an in-person appointment. Make your photos stand out! If you are working with a realtor, insist on a professional photographer after the staging is completed.

10 DON'T FORGET TO PLAN THE 'AFTER STAGING' LIFE IN THE HOUSE UNTIL IT SELLS

Your house is beautifully staged; the photos are taken, waiting for visits to start. Now what? If you are living in the house during the sale process, you need to have a strategy on how to quickly get the house in order for visits. Keep it clean, live with the minimum, buy a few storage baskets or bins which are easy to hide away quickly and have a checklist of things to do before a visit.



HOME STAGING
STEP-BY-STEP

